

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #281200
Ms. N. Hibbert
HIBBERT & McGEE, INC.

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Nancy:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	<u>1</u>
Ult Light 100	12300-25363	<u>1</u>
Lt Box 100	12300-25370	<u>1</u>
FF Box 100	12300-25369	<u>1</u>

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE :

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$356.59

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51852 1854

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*
LIST.

DISPLAY LOAD:

***4 CARTONS; ONE CARTON EACH STYLE:**

DORAL MEN LT 100 / ULT LT 100 / LT Box 100 / FF Box 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis.
This equates to **\$19.60 (4 (6M) case(s) @ \$4.90)**. Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: B. Cook

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

WHOLESALE : 281200 HIBBERT & MCGEE, INC. <DIRECT>
 TEMPLATE : 800432 80600 DOR JUN B1G1F
 TEMPLATE SEQ : 0910
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163827	034813	ONE-STOP MINI MART	89 MAIN ST	NEWPORT	VT	05855	1				(802)334-2416
163801	163829	114083	CRACKER BARREL	RT 15	ESSEX CENTER	VT	05451	1				(802)878-8517
163801	163828	114119	MOUNTAIN RD MKT	344 MOUNTAIN RD	STOWE	VT	05672	1				(802)253-7010
163801	163828	114121	TOMLINSON'S STORE	BRIDGE ST	MORRISVILLE	VT	05661	1				(802)888-2694
163801	163828	381204	M & M BEVERAGE #02	12 MAIN ST	MONTPELIER	VT	05602	1		3598-0000		(802)229-9042
163801	163828	381213	M & M BEVERAGE #05	545 N MAIN ST	BARRE	VT	05641	1		3598-0000		(802)479-9040
163801	163829	400847	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2794-0200	2466	(802)863-3743
163801	163828	425670	M & M BEVERAGE #04	370 SO BARRE RD	SOUTH BARRE	VT	05670	1		3598-0000		(802)479-2045
163801	163827	434540	ORLEANS MINI MART	P.O. BOX 118	ORLEANS	VT	05860	1			127	(802)754-8576
163801	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1				(802)863-8056
163801	163828	490439	MAPLEWOOD D LIMITED	BERLIN 4 CORNERS	BERLIN	VT	05641	1				(802)229-5291
163801	163827	549705	LYNDONVILLE REDEMPTN	HCR 68	LYNDONVILLE	VT	05851	1				(802)626-8348
163801	163827	553297	DERBY CORN MINI MAR	RTE 5/MAIN ST	DERBY	VT	05829	1		2794-0200		(802)766-5141
163801	163827	556580	EAST MAIN MINI MART	1045 E MAIN ST	NEWPORT	VT	05855	1				(802)334-8460
163801	163828	571244	BARRE ST. BEVERAGE	79 BARRE ST	MONTPELIER	VT	05602	1				(802)223-2330
163801	163828	615885	DJ'S CORNER STORE	RT. 15 & 100C	JOHNSON	VT	05656	1				(802)635-7585
163801	163828	652905	GRANITEVILLE GENERA	MAIN ST.	GRANITEVILLE	VT	05654	1			272	(802)476-5088
163801	163828	679263	TIM'S CONVENIENCE	RR 1	PLAINFIELD	VT	05667	1			333	(802)454-7111
163801	163829	704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4862
163801	163828	714935	M&A ENTERPRISES LTD	DBA M&M BEVERAGE	HARDWICK	VT	05843	1		2794-0200	483	(802)472-6881
163801	163827	749253	ORLEANS ONE STOP	115 MAIN ST	ORLEANS	VT	05860	1				(802)754-6566
163801	163828	759699	KWIK STOP & DELI	WOLCOTT STREET	HARDWICK	VT	05843	1				(802)472-6460
163801	163827	760597	COLE'S MARKET	52 MAIN ST	ORLEANS	VT	05860	1				(802)754-6015
163801	163828	760768	PARKER'S QUICK STOP	15 BERLIN ST	MONTPELIER	VT	05602	1				(802)229-9538
163802	163829	048330	DAYTON'S STORE	RT 116	EAST MIDDLEBUR	VT	05740	1			/	(802)388-3300
163802	163827	113702	BRADFORD VILL STORE	MAIN ST	BRADFORD	VT	05033	1				(802)222-4617
163802	163828	114238	RICHARDSONS STORE	MAIN ST	BETHEL	VT	05032	1				(802)234-9570
163802	163828	381203	M & M BEVERAGE #01	SALISBURY ST	RANDOLPH	VT	05060	1		3598-0000		(802)728-9197
163802	163828	490437	MCCULLOUGH'S QUIKSTO	RTE. 107	ROYALTON	VT	05068	1				(802)234-6260
163802	163828	760419	RINKER'S MOBIL	RTE 66	RANDOLPH	VT	05060	1		2794-0200		(802)728-3642

PAGE BREAK TOTAL ACCOUNTS 30 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 30 TOTAL QUANTITY 30

DORAL

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free Promotion**.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

POS Card/ Alternate Header



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

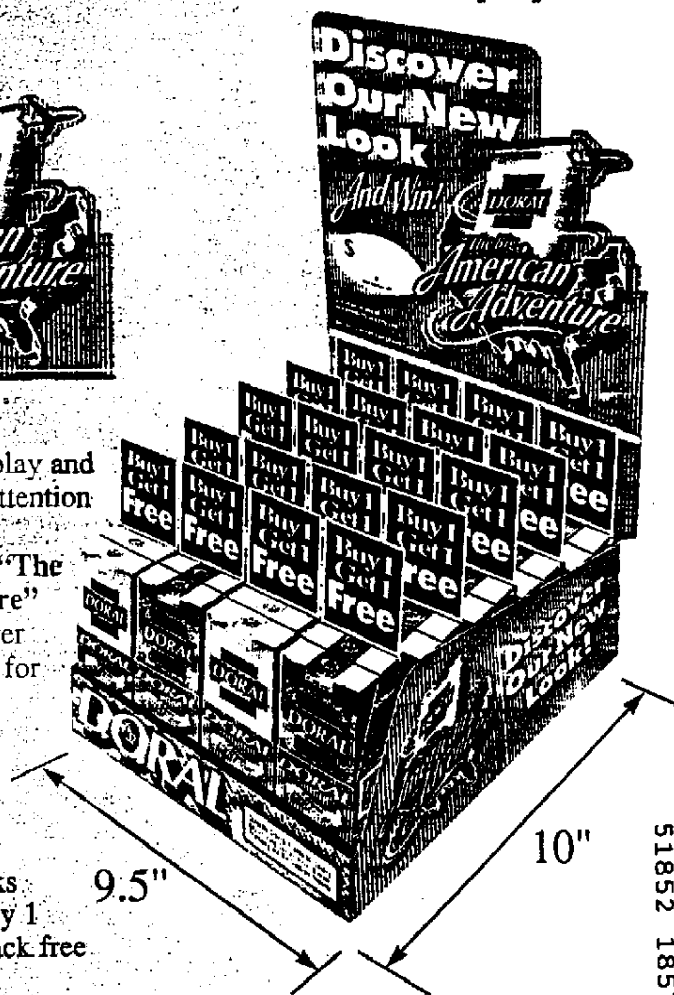
Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

2-Pack Sleeve



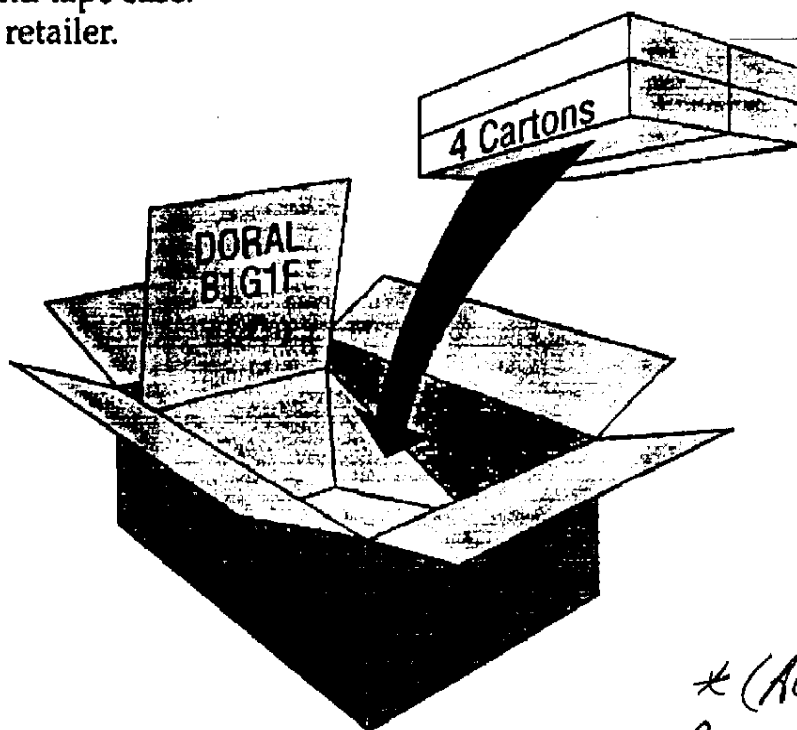
Counter Display



SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****2ND QTR. '98****June DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



** (Accts w/15 or less)
Ensure Brand mix
if only 2 styles
are shipped*

Item: # 541865**Promotion Reporting Description: DOR JUN B1G1F.**

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	Lt BOX 100		
Number of Cartons	1	1	1	1		

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